



# **SIMPLY DO IDEAS**

Sector	Deal Type	Investment Date
Technology	Equity Investment	January 2018

Simply Do Ideas was founded by Lee Sharma in 2015 after seeing the frustrations that start-ups and existing organisations faced in taking a raw idea through to execution. The company has since developed cloud-based, B2B software-as-a-service (SaaS) and BPaaS (Business Process as a Service) platforms. Their products have been featured as best practice by the likes of the Huffington Post, Forbes and Business Insider.

The company was last year chosen as one of Innovation Point's "Digital Dozen". These are twelve of Wales' brightest tech start-ups which are on track to deliver a combined turnover of over £100 million a year by 2020. It has also been part of the NatWest-funded Entrepreneurial Spark programme and Welsh Government's Accelerated Growth Programme.

Sunnybarn Investments Ltd participated in this round of funding alongside lead angel Ashley Cooper, his Catalyst Growth Partners co-founder Philip Roberts; energy-saving entrepreneurs Andrew Diplock and Gruff Dodd and Paul Teather of Pragmatica, experts in Digital Transformation and the Development Bank of Wales.

Ashley Cooper said: "Innovation and entrepreneurship are fundamental to the success of any economy. Being able to capture ideas in a cross-stakeholder collaborative fashion and then to "crowdsource" the solution allows businesses to grow at an increased rate. The Simply Do Ideas product is a brilliant tool to stimulate and manage this innovation activity. We brought together a group of "been there, seen it, done it" Angel investors who have all generated success by capturing and growing innovative ideas. This group are the epitome of "Smart Capital" bringing expertise and funding to stimulate business growth. We look forward to helping Simply Do Ideas to grow at pace."

Phil Buck said " Sunnybarn Investments are very pleased that we are able to support Lee, Ashley and the team with this funding round. We are focused on boosting opportunities for Welsh innovators and we see SimplyDoIdeas as a great example of a Welsh business that will grow and contribute to the Welsh economy "

Lee Sharma said: "We are now in a world where it is crucial to have a creative and innovative mindset. Our technology is unlocking the entrepreneurial behaviours of individuals, organisations and communities by digitally bringing people together. This opens up access to previously untapped resources, ideas and solutions while seamlessly bridging the gap between industry and academia. With the support of these funds and the fantastic investor group behind us, we will continue to grow our market share and cement our position between industry and academia. Our plan is to become the de facto choice for organisations looking for a simpler way to support early-stage innovation."

For more information on Simply Do Ideas visit: [www.simplydo.io](http://www.simplydo.io)